



Palm Valley Community Association Communication, PR, Marketing Committee Meeting Notes July 13th, 2015 meeting

The committee meeting was held at 6:30 pm in the Community Center. In attendance were Greg Leonard, Garry Phillips, Frank Eckstein, Debra Lamir, and Kathy Hurdis. Jack McCarthy also attended a portion of the meeting.

1. The first topic on the agenda was an update on the building of the new web site. Maggie Solaun was present and did a live review of the current state of the new web site. Feedback was good about the progress so far. There was a request to add a calendar page for the rent the center events, so the possibility exists to see when it is booked before trying to rent it. Gary asked if the capability exists for the software to do an auto rebill each year. Some research is required for both those functions. Some additional fine-tuning will continue and we expect to be ready for live by Mid-august at our next committee meeting. The group thanked Maggie for her work and effort on the project.

We still need to decide the responsibilities for maintaining the information on the website.

2. The Food Truck Friday Night results were discussed and a tentative date was set for the next one as October 23rd. The committee will continue to expand on the activities we did during the event to enlist more membership in PVCA. We will also support anything else the events committee needs for signing and communication for the next

event. Attached to this note is a list of the feedback notes from the event.

3. Reviewed the Boat Parade meeting held on Monday June 29th Frank passed out a list of the meeting attendees, we had 29 people, and a list of the folks who have signed up so far to help with the Boat Parade . The next meeting has been set for Thursday September 10th. During that meeting Garry indicated we would get to the nuts and bolts of the required activity. Garry indicated they are still looking for a Chairperson and Vice Chairperson for the event.
4. A new member letter has been developed and was sent to all the new members who signed up at the Friday Food Truck event. We need to incorporate that letter for all new members. Since Ethel was not able to attend the meeting, Frank indicated he would discuss this with Ethel when she returns to set a process in place, which would send the letter to all new members. Kathy Hurdis who has the responsibility for the New Member welcome also needs to be a part of the process development and Jack McCarthy indicated he could and would get Kathy the names of all new residents in Palm Valley this year so far and could provide her that each month going forward.
5. We discussed getting a handle on all the communication vehicles being used by and for Palm Valley. Identified to date is a Facebook page entitled I Love Palm Valley, set up by Celeste Burger, Palm Valley Boat Parade, set up and managed by Kelli Osborne, Palm Valley Community Center managed by Debra Andrews. The Palm Valley Community Association does want to have a Facebook page, the possibility exists we could use the current Palm Valley Community Center page, change the name and set up multiple user access. Deborah Lamir will be communicating with Debra Andrews to discuss the options. Deborah also indicated there are services that could be used to help us better organize our email communication to members. She was going to investigate a few of them, get with Nels Frosentson to discuss the various options and report on the topic at the next meeting.
6. Due to the time we set aside the continuing discussion about the planning for the membership Drive currently scheduled for September. It will be the #1 topic on the agenda for the next meeting.

The activities that need to be included in the plan are Person to person contact, business contact, churches and other organization contact such as the American Legion in addition to a Direct mailer to the entire area. We know we need to let people know that PVCA exists and that we need to sell the value of belonging to the organization. Deborah has agreed with help from Frank to develop the messages we need to have in order to sell the organization so the community members understand the value of their joining. Not just to join for the sake of joining. We need to show how we are an advocacy organization for its members, based on what we are doing, such as the Traffic and Growth management work, or the beautification activities. Showing them how their voice is important to making the good things happen.

7. Frank requested from the Beautification committee, Growth and Traffic Management and Events committees a one page at most write-up of the committee mission, goals, and accomplishments so far to help in putting together the package for the future communication. So far I have received a write-up from Brain Hurdis on the Growth and traffic committee.
8. Mary McAuliffe agreed to get Frank the contacts of current leadership of the various Home Owners associations in the area. I'm still waiting for the feedback from Mary.
9. The next meeting is scheduled for Monday August 10th 6:30 at the community center.

The committee is in the action steps part of the efforts to meeting the long-term strategy which was laid out by the board several months ago, but as you can imagine there is a lot of work to do. We need more help if we expect to accomplish our goals. Please think about what or how you can contribute and feel free to reach out to me at 904-327-1399, or ecksteinfrank@aol.com.